



POLLUTION PREVENTION & THE BOTTOM LINE

September 1998

WORDS & WISDOM FROM THE NEW ENGLAND ENVIRONMENTAL ASSISTANCE TEAM

POLLUTION CONTROL OR POLLUTION PREVENTION

"Pollution prevention really pays in reduced environmental impact, and in new sales, lower costs, higher quality, less regulatory impact, and fewer liabilities." Robert Bringer, Vice President of 3M company, discussing the benefits of 3M's Pollution Prevention Pays program

Contrary to popular thinking, protecting the environment and improving business profitability are compatible objectives. In fact, taking a proactive approach to environmental management — based on preventing rather than controlling pollution — enable companies to lower costs, reduce liability risks, and improve operating efficiency.

Throughout the 1970s and 1980s, pollution control was the primary means for achieving environmental protection. Control strategies include the treatment and/or disposal of industrial byproducts or waste and discharge to the air, water, or land.

The approach, however, has serious drawbacks including:

- ◆ high costs for treatment equipment, waste disposal, and regulatory compliance, and
- ◆ increased liability risk for any company that uses, transports or disposes of hazardous materials and wastes.

In fact, for many U.S. firms (especially smaller companies), the costs and risks of the pollution control approach have led to impaired competitiveness and reduced creditworthiness — and therefore limited access to financing.

In contrast to control strategies, pollution prevention (also known as waste minimization or source reduction) limits the generation of waste during the process of producing goods or services. Pollution prevention strategies adjust the process to reduce the generation of waste rather than treat waste as it leaves the plant.

Pollution prevention improves efficiency and quality by eliminating activities and inputs that cost money and add no intrinsic value. Pollution prevention practices can include changes in design, inputs, production, and delivery of a product. In particular,

- ◆ raw material substitution: switching to less hazardous materials
- ◆ process modification: changing the production process to improve efficiency and reduce the use of toxic substances
- ◆ equipment upgrade: installing more efficient equipment to reduce raw material consumption and produce less waste
- ◆ product redesign: reducing certain raw materials in products or packaging, or improving manufacturability.

In short, pollution prevention pays while pollution control costs.

Excerpted from *Pollution Prevention and Profitability: A Primer for Lenders* by the Northeast Waste Management Officials' Association

NATIONAL POLLUTION PREVENTION WEEK IS SEPTEMBER 21 - 27

The Environmental Commissioners of CT, ME, MA, NH, NY, RI and VT and EPA Region I and II Administrators have signed a new Resolution to celebrate Pollution Prevention Week 1998 (September 21-27). This year's resolution, "P2 in Our Neighborhoods," emphasizes sprawl prevention: "For our rural and suburban communities, it [P2] can mean protecting critical wildlife habitat, open space and farmland by carefully guiding public investments to prevent harmful sprawl. For our urban communities, it can mean increasing green space for community gardens, pocket parks, urban agriculture and street trees, as well as reducing traffic." New England businesses can help prevent sprawl and its effects on the environment and quality-of-life by locating near transit, promoting efficient transportation use by employees, setting aside green space, and so forth. For more information, contact Abby Swaine of EPA at 617.565.4523.

MARK YOUR CALENDAR

SEPTEMBER 23 - 25

Assessment and Management of Hazardous and Toxic Chemicals

Harvard School of Public Health
Boston, Mass.

8:00 a.m. to 4:30 p.m.

For local officials, health & safety professionals, and managers who are responsible for management of hazardous and toxic chemicals and wastes. Upon completion of the program participants should be able to identify the types of wastes encountered at hazardous waste handling facilities; assess a specific handling operation and determine if appropriate procedures are being followed; and, establish a health and safety program at a waste handling facility. This course fulfills the requirements for an 8-hour OSHA Hazwoper refresher training and EPA RCRA training. A limited number of scholarships are available to local and state government employees. (Call as soon as possible for scholarships). Registration fee - \$695. For more information call the Harvard School of Public Health at 617.432.1171.

OCTOBER 1

AESF/Merrimac Chapter Annual Meeting

Sheraton Portsmouth
Portsmouth, N.H.

8:00 a.m. to 4:00 p.m.

Sponsored by the Merrimac Chapter of the American Electroplaters and Surface Finishers Society. The meeting will include a demonstration on how to set up a calendar to track regulatory requirements; a roundtable discussion on the advantages and disadvantages of ISO certification; and a presentation on P2 Framework, a program to provide no cost assistance to metal finishers searching for substitutes for toxic chemicals. One free copy of the SFIC's Metal Finishing Guidance Manual will be distributed to each shop registered. Registration fee - \$35. Co-sponsored by EPA. For more information call Linda Darveau, EPA, 617.565.4993.

OCTOBER 21

Introducing the Pollution Prevention Technology Analysis Template

Stone & Webster Environmental Technology & Services
Boston, Mass.

8:30 a.m. to 12:30 p.m.

For vendors, assistance providers, advisors, consultants and industry representatives. This workshop will explain and demonstrate the newly developed pollution prevention template, which summarizes applications of innovative

pollution prevention technologies. This tool has the potential to become the standard for portraying and comparing pollution prevention technologies. Sponsored by EPA, the Army Corps of Engineers, and Stone and Webster. Free. For more information call Larry Cohen, Stone and Webster, at 617.589.5383.

OCTOBER 27

Stormwater Treatment Technologies Trade Show

Killington Resort & Conference Center
Killington, Vermont

8:00 a.m. to 4:30 p.m.

The trade show features new and innovative technologies for treating stormwater runoff. The show includes a mix of presentations and product displays by manufacturer's representatives, giving the audience a chance to view the new systems, talk with vendors, and obtain information on product cost and performance. Sponsored by EPA, USDA Natural Resources Conservation Service, the Vermont Department of Environmental Conservation and the New York Department of Environmental Conservation. Registration fee - \$30. For more information contact EPA's Center for Environmental Industry & Technology at 800.575.CEIT.

OCTOBER 29

Stormwater Treatment Technologies Trade Show

The Center of New Hampshire
Manchester, N.H.

8:00 a.m. to 4:30 p.m.

See description for October 27. Sponsored by EPA, USDA, and the New Hampshire Department of Environmental Services.

OCTOBER 29

AESF/Boston Branch

Process Control & Efficiency '98: Reducing Processing Costs

Windham Garden Hotel
Waltham, Mass.

8:30 a.m. to 3:30 p.m.

Sponsored by the Boston Branch of the American Electroplaters and Surface Finishers Society. Sessions include demonstrations of process control software for metal finishing and presentations on chemical substitution, racking technology and filtration/agitation, and aluminum and electroless nickel processing. For more information call Chris Ford, AESF/Boston Chapter, at 978.934.3142.

NOVEMBER 18

Technology Fair for the Wood Coating Industry

Best Western Royal Plaza Hotel & Trade Center

Marlborough, Mass.

8:00 a.m. to 4:00 p.m.

This tech fair is designed to promote the use of cleaner technologies in the wood products manufacturing industry. Vendors of alternative coatings, emerging technologies, improved application equipment and systems for reusing materials will have exhibits. Sponsored by EPA. Registration fee - \$25. For more information call Janet Bowen, EPA, at 617.565.3049 or Abby Swaine, EPA, at 617.565.4523.

FINANCE DIRECTORY ON-LINE

EPA-New England recently released an electronic Eco-Efficiency Financing Directory for New England. The Directory is for small and medium sized businesses that are looking for public or private financing for pollution prevention or eco-efficient projects. The Directory lists organizations in New England that offer loans, grants, financing requirements, performance contracting, equipment leasing, and rebate programs. The Directory was developed by the Tellus Institute with funding from EPA-New England. The Directory is available on the World Wide Web at <http://www.epa.gov/region01/steward/e2/>

CLEANER PRODUCTION MANUAL Now ON-LINE

The Massachusetts Manufacturing Partnership and its partners are offering manufacturers web-access to the Massachusetts Cleaner Production Manual. The web address is <http://www.mmpmfg.org/cleaner/>. The manual offers manufacturers information about:

- ◆ cleaner production opportunities, including cases where these efforts have been successful in Massachusetts;
- ◆ applicable environmental regulations;
- ◆ available resources which can help companies deal with their environmental issues and take advantage of best practices that address their problems; and,
- ◆ management tools that can help improve competitiveness.

The manual focuses on the metals and electronic industries. Within the next few months a chapter on cleaner production for the metal fabrication industry will be added.

The manual was developed by the Toxic Use Reduction Institute, the Mass. Manufacturing Partnership, the Mass. Office of Technical Assistance, and the Mass. Department of Environmental Protection with funding from the National Institute of Standards and Technology.

EFFORTS EXPANDED TO DEVELOP INNOVATIVE APPROACHES TO ENVIRONMENTAL PROTECTION

EPA recently expanded its efforts to find innovative ways to improve protection of public health and the environment. In a June 23 Federal Register (FR) notice, EPA called for more companies, industrial sectors, communities, federal facilities, states and other potential sponsors to propose projects under its Project XL, "eXcellence and Leadership," program.

Under Project XL, EPA offers flexibility in its regulations, policies, procedures, and guidance as well as other benefits to encourage development and testing of "cleaner, cheaper, and smarter" ways to protect public health and the environment. Two key conditions for such pilot projects are 1) that they produce better environmental results and 2) that they involve representatives of the public in the project. While the FR notice provides a number of ideas for possible XL projects, the suggested themes in no way preclude any other ideas to be tested. The themes in the notice include testing new strategies, tools, and technologies in areas such as waste reduction, Superfund cleanup, air and water pollution control, multi-media pollution prevention and ecosystem protection.

Currently, seven pilot projects are being implemented and 20 more are in development. The current projects demonstrate that alternative regulatory strategies can greatly increase environmental protection while producing substantial cost savings, greater operational flexibility, and the ability to adapt processes and products more quickly to changes in consumer demands.

In a related FR notice, also published on June 23, EPA issued a request for Project XL proposals from publicly owned treatment works (POTW). Proposals should explain how a POTW would change implementation of its local pretreatment program if it were to focus more on environmental performance measures rather than current programmatic measures of performance. Both of these FR notices and other materials are available on the Internet at: <http://www.epa.gov/ProjectXL> and through fax-on-demand at 202.260.8590.

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To be added to the *Pollution Prevention & the Bottom Line* mailing list or to notify us of a change of address please contact the NEEATeam at the phone/fax numbers or address listed above or send an e-mail message to:

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Read *Pollution Prevention & the Bottom Line* on the Internet at <http://www.epa.gov/region01/steward/neeat/>



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